

3-year Bachelor Degree Program in Literature, Art, Music and Entertainment

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The **FAST TRACK MARKETING FOR ART AND CULTURE** has been designed to prepare executives and junior managers in public and private institutions, as well as young entrepreneurs, creative people, architects and consultants who want to develop skills and abilities to set up, manage and promote products and services in the artistic, cultural and entertainment industry. It requires 4 modules of 30h each, 20 of classrooms and 10h of lab applications for a total of 120h. Upon successful completion of all requirements, students will receive a certificate of attendance worth 30

ECTS credits toward the admission to the second year of the three-year degree course in Literature, Art, Music and Entertainment (Class L-10) by eCampus University.



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From the second year onwards students will receive a userid to access the materials, programs and video lessons of the remaining courses, to be completed online with eCampus University, Telematic University legally recognized by the Italian Ministry of Education MIUR with decree law dated January 30 2006.

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INTAKES 2019/20		
Spring 18 February / 16 May	Summer 10 June / 10 August	Fall 16 September / 12 December

COURSE	
Semiotics for the promotion of Art, Culture and Entertainment	Integrated Marketing Communication for Art, Culture and Entertainment
Web Marketing	Events Management and Press Office

FEES		
Enrollment Fee € 500	FAST  TRACK € 2000	Examination Sessions for admission to the second year € 500
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